

Web Search Metrics-CBP.gov

Nov 1, 2021 - Nov 30, 2021

All Users
100.00% Sessions

Sessions

3,591,171
% of Total: 100.00% (3,591,171)



Visits to CBP.gov

3,591,171
% of Total: 100.00% (3,591,171)



Total Internal Searches

120,827
% of Total: 100.00% (120,827)



Total External Searches (Google)

1,847,299
% of Total: 51.44% (3,591,171)



Organic Search Traffic

Full Referrer	Sessions
google	1,681,937
bing	105,757
yahoo	31,994
duckduckgo	21,580
baidu	2,949
ecosia.org	2,088
naver	407
qwant.com	235
aol	136
yandex	80

Sessions by Shared URL

Shared URL	Sessions
www.cbp.govwww.cbp.gov/about/mobile-apps-directory/cbpone	9,652
www.cbp.govwww.cbp.gov/	4,918
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-announces-addition-i-94-features-cbp-one-mobile-app	3,330
www.cbp.govwww.cbp.gov/careers/apply-now	2,309
www.cbp.govwww.cbp.gov/newsroom/national-media-release/cbp-designs-cbp-one-mobile-app-streamline-lawful-travel-united	1,644
www.cbp.govwww.cbp.gov/document/bulletins/six-month-club-update	1,311
www.cbp.govwww.cbp.gov/newsroom/local-media-release/multi-agency-effort-leads-arrest-cartel-member	1,302
www.cbp.govwww.cbp.gov/newsroom/national-media-release/dhs-releases-details-fully-vaccinated-non-citizen-travelers-enter-us	1,081
www.cbp.govwww.cbp.gov/travel/trusted-traveler-programs/global-entry	976
www.cbp.govwww.cbp.gov/travel/international-visitors/i-94	894

Top Internal Searches by Search Term

Search Term	Total Unique Searches
global entry	3,734
renew global entry for us citizens	2,577
global entry renewal	1,743
esta	1,580
login	1,267
log in	1,197
i-94	1,139
i94	1,085
l-94	892
senti	826

Top External Searches (Google - as reported)

Keyword	Sessions
(not set)	24,045
global entry	627
cbp	178
global entry application	154
cbp.gov	104
senti	72
us customs and border protection	51
nexus	43
Electronic System for Travel Authorization	40
CBP	39

New vs. Returned Visitors



Avg. Visits per Visitor

